

STATEMENT OF OBJECTIVES (SOO)

Section 508 Program and Tools Support

March 23, 2011

1.0 INTRODUCTION

The performance outlined in this Statement of Objectives (SOO) which is specifically used for performance based contracts outlines the concepts and ideas for the BA project and requires that the contractor use developmental methodology and creativity to meet the deliverables. The SOO method of contracting is where the Government defines the *results* it is seeking, rather than the *process* by which those results are attained. Also included are the standards against which contractor performance will be measured, and positive and/or negative incentives. (Reference FAR 2.101)

1.1 Identification

General Services Administration (GSA), Office of Governmentwide Policy (OGP), Office of Technology Strategy (ME), IT Accessibility and Workforce Division (MEC), Room 2218, 1800 F Streets, NW, Washington, DC 20405.

1.2 Mission

The mission of the GSA is to provide leadership and technical support in the implementation of Section 508 of the Rehabilitation Act throughout the Federal Government. This office provides expert assistance to Federal agencies, enabling them to operate more effectively and efficiently, by providing guidance, resources, consultation and advisory assistance on issues pertaining to accessibility law and Section 508. (*Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998*)

1.3 Background

Section 508 of the Rehabilitation Act of 1973, as amended by the Workforce Investment Act of 1998, addresses the accessibility of Electronic and Information Technology (EIT) by persons with disabilities. It requires that any EIT "developed, procured, maintained or used" by the Federal Government be accessible to persons with disabilities, as defined in the Access Board final Standard.

GSA provides technical assistance to Federal agencies in the implementation of Section 508. MEC manages, coordinates, maintains, and promotes the implementation of Section 508 governmentwide. Current activities and information on prior activities and related programs can be found at www.section508.gov and www.buyaccessible.gov

GSA has developed a system of tools called the BuyAccessible (BA) system. It consists of the BuyAccessible Wizard (BAW), Glossary, Taxonomy and the Product and

Services Directory (PSD). These tools help to ensure due diligence and compliance with Section 508 regarding the procurement of accessible EIT products and services. BA is the "go to" website for Section 508 accessibility information on the EIT the government purchases - for Federal buyers as well as the companies that sell to them.

The BA tools are used by Federal acquisition officials and requirements officials who need to perform and document market research to locate the most Section 508 compliant EIT products and services. Federal buyers and program managers use the BA tools to meet their primary responsibilities and needs assessments for Section 508, such as determining if Section 508 is relevant to their acquisitions, identifying the applicable Section 508 technical standards, and recording sources of market research. The tools provide suggestions of the appropriate language to include in solicitations. It offers additional useful reports, such as Evaluation Guide, Acceptance Guide, and Design Guide.

The PSD provides vendors with a single, free, on-line site to provide Federal buyers with the accessibility information they need. The PSD contains vendor information and links to company products, services and vendor-provided Voluntary Product Accessibility Templates (VPATs). The application allows vendors to add, edit and manage their own data. VPATs, completed by the manufacturer of the product or service provide a vendor self-representation on how well their product or service conforms to the Section 508 accessibility technical standards. The PSD provides technology vendors with an easy, efficient, and cost effective way to provide, maintain, and showcase accessibility information for immediate and easy access by buyers throughout government.

BA also supports compliance through review of Federal solicitations. This assessment process, begun in July 2006, reviews a cross-sample of solicitations posted to FedBizOpps to determine if the Section 508 FAR requirements were correctly included in procurements which contain deliverables that are related to electronic and information technology. Currently 400 postings are reviewed each month and letters are sent to agency COs with findings and suggestions for improvement has resulted in increased interaction with agencies.

1.4 Objectives

The objective of this task is to support GSA in its promotion of Government-wide compliance with Section 508 through processes, tools, and policy. Activities include but are not limited to:

1.4.1 Program Support / Management Plan

The Contractor shall develop a program management plan to address all aspects of this contract and provide program support through processes, tools, and policy alignment for government-wide compliance with Section 508. Activities include:

- Security Certification & Accreditation (C&A) support and maintenance
- Studies and analysis of government activities
- Development of white papers and articles

General support in other areas as needed
Integration and technical support, and help desk services

1.4.2 Technical Support

The operational BA system resides on GSA servers. The contractor shall be responsible for maintaining the developmental environment for BA. The contractor shall provide maintenance activities to support the continued use of the existing BA. The current version of the tool can be found at www.buyaccessible.gov

1.4.3 User Support

The contractor shall provide user support to include helpdesk support, integration and technical assistance. As resources are available the contractor shall also work with stakeholders and partners to identify new opportunities to improve compliance with Section 508. The helpdesk is only on an as needed basis between the hours of 8AM – 5PM EST, Monday – Friday, and not on Federal holidays. The average number of help requests per month is between 25-50.

2.0 Services Required

The Contractor shall provide a team of senior technical specialists with a broad range of skills covering IT development and systems structures, software design, development practices, testing, training, and expertise in all required areas of work. The Contractor shall provide the COTR with the names, emails, and telephone numbers of all members of the support task team. The Contractor shall provide at least two (2) weeks advance notice of any replacement of key personnel and submit resumes of proposed replacements to the COTR for review. The Contractor is required to provide services to include but not limited to the following:

2.1 Program Support / Management Plan

The Contractor shall develop a program management plan to address all aspects of this contract and provide program support through processes, tools, and policy alignment for government-wide compliance with Section 508.

2.2 Continuous Improvement of the BA system

The Contractor shall provide continuous maintenance to the existing BA which includes major and minor fixes to all system components. The current version of the tool can be found at www.buyaccessible.gov.

The BA is an operational major application with a valid Authority to Operate (ATO) in place per the Office of Management and Budget (OMB) Circular A-130, Appendix III, Security of Federal Automated Information Resources. The BA system consists of:

System components: BAW, PSD, glossary, taxonomy, QuickLinks, Wizard Tutorial, PSD Tutorial, United Nations Standard Products & Services Code (UNSPSC)

Hardware Components: GSA hosts and maintains the operational server for the BA system. It is a Dell PowerEdge 6850 (Web Server on a VM Server)

Software Components: Apache/Tomcat V5.0 (Web Server), MS Windows 2003 Server R2 (Operating System), MySQL Server 4.1 (SQL Server), McAfee Anti-Virus V8.0 (Anti-Virus), ESX Server V3.0.1 (Virtual Machine)

Software Language: Java Platform, Standard Edition (Java SE) software, version 2.5.

2.3 User Support

The Contractor shall provide user support to include:

- Provide technical and integration assistance/support
- Provide helpdesk services for the BA (consists of contract team members providing assistance on an as needed basis via email or phone)
- As need attend Section 508 meetings to work with stakeholders (quarterly)

2.4 Studies, data collection and analyses

The Contractor shall provide support for activities:

- Provide statistical tracking support for trend analyses
- Record the number of sessions in the BAW completed or in process.
- Identify new pertinent trends and possible metrics.
- Conduct studies to determine scope and quality of Federal compliance with Section 508 in its acquisitions and contract vehicles/channels
- Develop informational letters from the Data Collection to be sent to Federal Departments/Agencies (quarterly)

3.0 Contractor Deliverable Requirements

The Contractor shall provide all reports and deliverables in electronic media that shall be accessible to people with disabilities in accordance with the relevant accessibility standards referenced in Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L.105-220), August 7, 1998 listed below.

- 1194.21 Software Applications and Operating Systems
- 1194.22 Web-based Intranet and Internet Information and Applications
- 1194.31 Functional Performance Criteria
- 1194.41 Information, Documentation, and Support

Contractor shall coordinate and provide status/update reports via a weekly conference call that shall include status of tasks in progress, specific unresolved problems and any other information deemed relevant to this project. A monthly written report will be delivered each month summarizing all program activities.

Deliverables shall be emailed to the COTR below. Monthly status reports are due the 15th of each month, or first business day thereafter, starting 30 days after contract award date.

During the period of performance for this contract, the Access Board will be releasing an updated version of the Section 508 Accessibility Standards, which will require updates to the GSA tools and resources cited in this solicitation. (Refer to <http://www.access-board.gov/sec508/update-index.htm> for further information)

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4.1 Deliverables

These tasks must be completed by the contractor according to the following schedule:

Deliverable	Due Date*
Program Support / Management Plan	Contract award plus 14 days
Continuous Improvement of the Buy Accessible System	Beginning one week after contract award and continuing for the life of the contract
User Support	Beginning one week after contract award and continuing for the life of the contract
Studies, data collection and analyses	As described in Program Support/ Management Plan and continuing for the life of the contract

*Due Dates are in calendar days

5.0 Periods of Performance

The period of performance shall be from date of award through November 30, 2011 plus four (4) option periods of one year each.

6.0 Travel

The location of this contract is in Washington DC therefore; local travel is not paid for within the Washington metro area. Long distance travel may be required on an as needed basis and shall be reimbursed in accordance with the Federal Travel Regulations and should be included in the Contractor program costs. At a minimum:

- Meetings and conferences (minimum of 4 per contract year))
- Other travel TBD by the Government

7.0 Place of Performance

The location of this contract is in Washington DC. Most work will be completed at the Contractor's facility. When work is required at the Government site, the government will provide the necessary resources for the Contractor while working on-site.

8.0 SECURITY/PRIVACY REQUIREMENTS

Work on this project may require that contractor personnel have access to sensitive, privileged, or Privacy Act information. Personnel shall adhere to the Privacy Act, Title 5 of U.S. Code, section 552a and applicable Agency rules and regulations.

Contractor personnel shall not divulge or release privacy data or information developed or obtained in the performance of this task order, until made public or specifically authorized by the Government. The Vendor must not use, disclose, or reproduce third party companies propriety data, other than as authorized and required in the performance of this task order.

The Contractor shall notify the COTR within 24 hours, identifying personnel that no longer require access to Government information systems.

9.0 Acceptance of Deliverables

Services delivered as a result of this solicitation will be accepted based in part on satisfaction of identified Section 508 requirements for accessibility. The Contractor shall deliver a completed GPAT with any EIT-related deliverable.

The Government will have ten (10) working days to complete its review of the deliverables. The Government will accept or reject the deliverables in writing. In the event of the rejection of any deliverable, the Contracting Officer, giving the specific reason(s) for rejection, shall notify the Contractor in writing. The Contractor shall have five (5) working days to correct the rejected deliverable and return it to the Government COTR.

10.0 Contract Administration

In accordance with Federal Supply Service Multiple Award Schedule 70, Information Technology.

11.0 Contractor Personnel Requirements

The Contractor shall provide a team of senior technical specialists with a broad range of skills covering Section 508, IT development and systems structures, software design, development practices, testing, and expertise in the required areas of work. The Contractor shall provide sufficient staffing flexibility and professional capability to meet the needs of the Government in requirements in maintaining BA and support GSA in its Section 508 leadership role.

12.0 Other Direct Costs (ODC)

The Contractor shall include ODC's in the contract task costs to include but not be limited to:

- Miscellaneous costs TBD in coordination with the Government

13.0 Optional Level of Effort

As funding becomes available the government will provide the contractor guidance to perform the following expanded scope of performance:

- Quick Links
- New Functionality/ User, focus groups (pre new standard final release)
- Companion Guide
- Finalize Caba development for assessment assistance
- Continuous BAW improvements/version updates
- PSD and vendor support
- Training

14.0 Risks

The above SOO is in accordance with the mandated budget cuts and therefore will create the following risks to the BA environment and Section 508 technical assistance as mandated by the Section 508 Standard and OMB.

Loss of key personnel with Section 508 expertise (developers and technical expertise)
Insight to agencies reduced feedback, less interaction, less tech support, less monitoring

Increased burden/risk to agencies by not providing technical support and guidance

Risks – identified program and government wide risks

Scaled back assessment monitoring program

- will result in decreased government compliance
- loss of CABA development
- possible loss of technical resources (holds true for any scale back to the program as a whole)
- will result in less information going out to agencies

- will result in loss of feedback efforts which are directly tied to improved compliance
 - reduced technical assistance which is part of the mandate given to GSA
 - At best only a cost transfer from moving assessment program from OGP to each agency; more likely a cost increase to the agency, if they actually do it
 - Who trains the agency and at what LOE and cost? If at all?
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- Suspended PSD
 - No help desk activities for vendors
 - Lost momentum and proponent for XML VPAT
 - Possible reduced use of BAW
 - Overall
 - Loss of present investment
 - Impact from SME that might be lost or at a reduced level
 - Reduced level of support (slower response time to request)
 - Reduction of the program in value to the Section 508 community
 - No longer considered to go to place for answers or assistance

Performance Work Statement Table for BA Maintenance

Desired Outcomes	Performance Standard	Monitoring Method
Provide program support through processes, tools, and policy alignment for government-wide compliance with Section 508.	Program support shall provide tools and resources to assist agencies with their procurement processes to further their compliance with §508 compliant purchases.	Weekly Status reports and meetings w/contractor to discuss continuing progress.
Provide continuous maintenance to the existing BA through management and major and minor fixes to the application; PSD, Glossary, and BA Taxonomy.	Reports shall provide agencies with data that will facilitate their development of processes to further their compliance with §508.	Weekly Status reports and meetings w/contractor to discuss continuing progress. Comparison of deliverable to requirements will occur at this time.
Provide statistical tracking support for trend analysis. Record sessions in the Wizard. Identify new pertinent trends and possible metrics. Conduct studies to determine scope and quality of Federal compliance with Section 508 in its acquisition and contract vehicles. Develop informational letters to be sent to Federal Agencies		Weekly Status reports and meetings w/contractor to discuss continuing progress. Comparison of deliverable to requirements will occur at this time.

Section L – Instructions to the Offerors

L.1 Instructions to the Offerors

Offerors shall submit, electronically, a separate technical proposal and price quote to donna.hughes@gsa.gov. Technical proposals shall consist of no more than thirty (30) pages, excluding resumes and the Government required Government Product Accessibility Template (GPAT). Hard copies with original signatures shall be sent via the US mail.

The Offeror is encouraged to submit a written discussion that describes why the Offeror is best qualified to perform the tasks outlined in the Statement of Objectives. The discussion shall not exceed one page.

A GPAT is included in the solicitation package and shall be completed by the Offeror and submitted with the bid package. The approach shall include the standards that the products and services are compliant with, and the degree of compliance. Approach for providing products and services that comply with 36CFR Part 1194 – Section 508 of the Rehabilitation Act (29 U.S.C. 794d).

L.2 Technical Proposal Instructions

Offerors are requested to submit a statement of qualifications outlining their firm's capabilities and experience with respect to the effort described herein. Professional Staff resumes are not included in the page limitation, but are to be limited to no more than 5 pages each.

The Statement of Qualifications should describe the proposed methodology, personnel and corporate experience that are directly relevant to this effort. Resumes of proposed personnel shall be submitted with the proposal.

Offerors shall specifically address all of the following elements:

Technical Understanding of Requirements, Methodology, Deliverables, and Delivery Schedule

- Technical and qualitative descriptions of the proposed methodology that will be used to accomplish the objectives in the Statement of Objectives.
- Detailed Project Plan including deliverables and delivery schedule.

Past Performance/Corporate Experience

--Descriptions of projects similar in scope and size performed during the past two (2) years, including references. Sufficient information should be provided to allow the Government to contact the agencies/organizations served and assess the quality of the services provided.

Professional Staff

--Resumes submitted should outline availability and qualifications of the proposed staff, their experience in similar projects and their capability to fully and professionally accomplish the objectives stated in the SOO.

Section M – Evaluations Factors for Award

To be considered eligible for award, Offerors must propose goods and/or services that meet the relevant technical standards of the Access Board applicable to those items as detailed in the attached GPAT.

Responses to this solicitation will be considered for award after it has been determined that the proposal adequately addresses the requirements for Section 508. Only proposals which contain adequate information to document their responsiveness to the Section 508 requirements (i.e. a completed GPAT or VPAT or equivalent) will be eligible for any additional merit consideration.

The evaluation is based on the technical and price quotes. Past performance on contracts of similar scope, technical approach and resumes of experienced personnel are of paramount consideration in the award of this Task Order. All evaluation criteria are significantly more important than price. Offerors are advised that award will be made to the Offeror whose proposal provides the "Best Value" to the government.

The Offerors proposal will be in terms of quality, depth of relevance of information presented in response to the Statement of Objectives. Proposals will be evaluated in accordance with the following evaluation criteria. These criteria are listed in order of relative importance.

CRITERIA ONE (45%): Technical Understanding of Requirements, Deliverables, and Delivery Schedule

Basis of Evaluation: Offerors will be evaluated to determine the soundness of the technical approach most suitable to this effort and the ability to deliver within the required time frames. This includes the understanding of and ability to execute Section 508 compliance within the scope of the deliverables of the SOO.

CRITERIA TWO (25%): Section 508 Expertise

Responses to this solicitation will be evaluated in part on the proposal's inclusion of expertise as demonstrated in the application of Section 508 in a broad spectrum of EIT as implemented in the Federal Government. Supportive documentation includes, but is not limited to, a listing of seminars, training, tools, and expertise developed or conducted by the Offeror. Proposal evaluation will favor the response that best meets the identified standards, in the greater context of selecting the proposal that represents the overall best value.

CRITERIA THREE (15%): Past Performance/Corporate Experience

Basis of Evaluation: The proposal will be evaluated to assess the corporate experience of the Offeror with respect to projects similar in scope and size to the work described in the SOO.

CRITERIA FOUR (15%): Professional Staff

Basis of Evaluation: The resumes submitted by the Offeror will be evaluated to assess the availability and qualifications of the proposed staff, their experience in similar projects and their capability to fully and professionally accomplish the objectives stated in the SOO.

The successful Offeror shall maintain the level of expertise covered by the professional staff proposed with the offer for the duration of the contract. If a staff member leaves the project, his/her replacement must have the same level of experience, education, etc. Any replacement staff is subject to the review and acceptance of the Project Manager.